



## **PRSA, the largest national association in public relations relaunches the PRSA JobCenter, a national employment site for public relations and communication professionals.**

**Tap into PRSA's community of more than 32,000 members, including more than 9,900 students, in addition to a database of 45,000 communication professionals from across the country.**

Our job site is the most frequently viewed area of the PRSA Web site. Thanks to our International Conference, Professional Development sessions, 18 Special Interest Sections and networking groups encouraging repeat visits, your job posting will be seen by tons of public relations and communication professionals. We are the most targeted and sought-after association in public relations, whether you're a beginner, mid-level, or expert in the public relations and communications field.

### **We've energized an already dynamic job center with more functions and features.**

A wide selection of demographics including industry, job specialization (geared toward public relations and communications), job title, salary, level of expertise, location (including distance from home), duration of job and type of company (corporation, etc.), can now be captured with our improved search tool.

**Pay-Per-Use Resume Bank:** You can browse all of our anonymous resumes before you pay a cent — read everything on the resumes, except for candidates' names and contact information. Buy only the resumes that you are interested in and pay only if the candidate is also interested in you.

### **Special Offers for Recruiters:**

#### **Receive Seven Forms of Media Coverage:**

- Become a "Featured Profile" on the PRSA JobCenter.
- Get the job title, company, and location of your open position posted in PRSA's new weekly e-mailed Job Bulletin with a link back to the full job posting.
- Reach over 22,000 members and 3,500 subscribers with a 60-word job listing in *PR Tactics*, PRSA's monthly publication.
- Looking to target those just entering the field? *Forum* (3 issues a year), reaches 10,000 public relations students while the newsletter Connecting with PRSSA (distributed September, November, January and March) reaches PRSSA's leadership.
- Want to reach senior level public relations executives? Secure a 1/4 page ad in *The Strategist* (to appear 4 times a year).
- Contribute content to the PRSA JobCenter Career Blog (available soon).
- Enhance your visual impact with video profiles (available soon).

Contact Richard Spector, manager, client services at [richard.spector@prsa.org](mailto:richard.spector@prsa.org) or 212-460-1406 for more information.

### **FREE!** **Participate in the Career Development Exhibition**

Connect with over 1,000 public relations and communications students at the Career Development Exhibition during the PRSA 2008 International Conference in Detroit. Set up a table and for three hours on Monday meet the public relations stars of tomorrow. Establish a relationship with them now and they'll be using your services each time they move up the corporate ladder. The Exhibition Hall can only accommodate approximately 80 tables, so space is provided on a first come, first served basis.



ADVANCING THE PROFESSION  
AND THE PROFESSIONAL.

### **About PRSA**

The Public Relations Society of America, based in New York City, is the world's largest organization for public relations professionals. The Society has more than 32,000 professional and student members. PRSA is organized into more than 100 Chapters nationwide, 19 Professional Interest Sections, along with Affinity Groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations. The Public Relations Student Society of America (PRSSA) has 255 Chapters at colleges and universities throughout the United States.

### **Mission**

With the vision to unify, strengthen and advance the profession of public relations, the Public Relations Society of America (PRSA) has established itself as the pre-eminent organization that builds value, demand and global understanding for public relations.

Chartered in 1947, PRSA's primary objectives are to advance the standards of the public relations profession and to provide members with professional development opportunities through continuing education programs, information exchange forums and research projects conducted on the national and local levels.